

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #236370

F. Gray
GRAYS WHOLESALE

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Fran:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 23 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>Product</u>		
2	Winston Filter Box	12300-24876
1	Winston Light Box	12300-22772

Product / Premium Arrival: **December 8, 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE: **0.8260**

SKU WT (w/o Product): **1.5000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$825.47**

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.70¢ 2-Pack Tear Tape
GRAYS WHOLESALE

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (1.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162201

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 97-11-03
TIME: 11.33 AMWHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 900008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	1				(315)393-3050
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	1				(315)788-6841
162201	162239	171563	AUBREYS SHOPPING CT	342 EAST BROADWAY	CAPE VINCENT	NY	13618	1				(315)654-2381
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648	1				(315)543-2790
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	1				(315)287-0140
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676	1				(315)265-0226
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625	1				(315)262-2364
162201	162239	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	1				(315)788-6555
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1				(315)628-4330
162201	162239	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	2				(315)848-2758
162201		172645	SMITHS GROCERY	146 E ORVIS ST	MASSENA	NY	13662	1				(315)769-7595
162201		172662	ROBINSON'S MARKET	32 MARKET ST	POTSDAM	NY	13676	1				(315)265-7620
162201		762191	BOLTON PHARMACY	128 W MAIN ST	WATERTOWN	NY	13601	1				(315)782-5961
162201	162239	935717	MASSENA BIG 'M' #88	232 N MAIN ST	MASSENA	NY	13662	1				(315)769-8060
162202		759299	SPY ISLAND STORE	308 STATE ROUTE 1	MEXICO	NY	13114	1				(315)963-8855
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	2				(315)232-4214

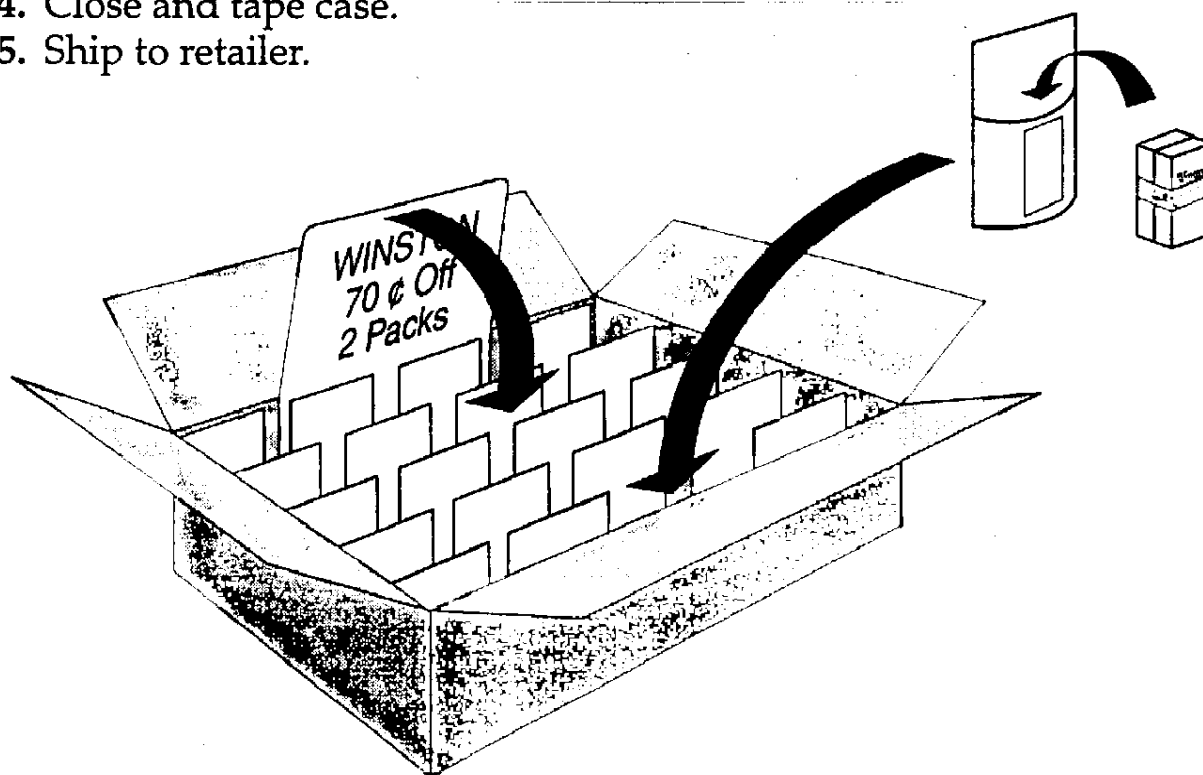
PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 18

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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11/05/97

ACCOUNT NUMBER: 236370	GRAYS WHOLESALE
VOUCHER NUMBER: 15377459	513 STATE ST
DATE WRITTEN: 11/05/97	CLAYTON , NY 13624
STATUS: PAID	
AMOUNT PAID: 35.00	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.50	35.00

EXPLANATION: NOV DOR B2G1F 701647 162201

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